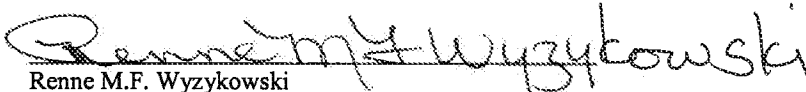


PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I hereby certify that this correspondence is being electronically filed with the United States Patent and Trademark Office on June 13, 2008 at or before 11:59 p.m. Pacific Time under the Rules of 37 CFR § 1.8.


Renne M.F. Wyzykowski

Appl No. : 09/944,348 Confirmation No. 9772
Applicant : Thomas P. Ivanyi
Filed : August 31, 2001
Title : SYSTEM AND METHOD FOR MEASURING AND STORING
INFORMATION PERTAINING TO TELEVISION VIEWER OR USER
BEHAVIOR
TC/A.U. : 2623
Examiner : John R. Schnurr
Docket No. : 57547/A719
Customer No. : 23363

AMENDMENT FOR AN RCE

Mail Stop RCE

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Post Office Box 7068
Pasadena, CA 91109-7068
June 13, 2008

Commissioner:

In response to the Office action of May 17, 2007, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 4 of this paper.